

8-step WOMM Marketing Plan Template

Use the following template as a roadmap.

- 1. Introduction** (Brief statement outlining the context of the communication activity, including statement of the problem, relevant research, library mission etc. Identify Strengths, Weaknesses, Opportunities and Threats (SWOT).)

Patrons continue to express surprise about the availability of 24/7 online resources and website. Both the Caucus and the Board continue to press about the persistent PR problem. We need to change the way our message is delivered to our busy patrons!

Strengths:

- Knowledgeable staff
- Great customer service
- Excellent array of databases and online resources
- Available 24/7
- Strong PR focus
- Strong vendor commitment and support
- Good web support
- Safe, accurate, reliable information
- Passage of successful referendum

Weaknesses:

- PR isn't connecting
- Busy patrons/time constraints
- Information overload
- Just Google it!
- Layout of newsletter, website
- Physical size of buildings
- Large number of cardholders who don't use our online resources
- Lack of training-staff
- Lack of training-public

Opportunities:

- Large number of registered borrowers
- Large number of computer users
- Community support- i.e. successful referendum
- Community partnerships – i.e. local schools, Chambers of Commerce, etc.
- Help staff grow and become integral part of PR endeavor

Threats:

- Information overload

Google
Affluence
Library seen as unnecessary
Wealthy buy access to online
Wealthy buy access to books
One time bad customer service in person
One time bad online experience
Staff not buying in

2. Communication goal(s) (The dream--big picture. No more than 3.)

- Develop a clear, concise message that can be used by staff anywhere, anytime.
- Make patrons more aware of online resources.
- Make staff buy into big picture and deliver message with accuracy and confidence.

3. Objectives (3-5 doable, measurable outcomes.)

- Increase staff knowledge and comfort level with online resources by holding training sessions.
- Increase the number of unique cardholder hits to the online resources.
- Measure staff participation by counting the number of promotional items distributed to patrons during a contest.
- Count the number of coupons redeemed from the May – June promotion.

4. Positioning statement (Briefly describe what you would like the library's image to be in the hearts and minds of others. What makes you special/unique?)

We're known for our customer service. We're the Nordstrom's of the North Shore. "Let your librarian be your personal shopper."

5. Key audiences (External and Internal. Be specific. No more than 5.)

Staff, Board, patrons, parents, students (middle and elementary)

6. Key message (What is the most important thing you want people to know/do? In 10 words or less.)

"We're up when you are:" 24 hours a day WWW.winnetkalibrary.org

7. Communication strategies (How will you deliver the message? Media, publications, displays, presentations, word-of-mouth, etc. Identify tactics/action steps and budget needed for each item.)

January 2007

Presentations/contest

Key message contest for staff.

Presentation/training at staff meeting outlining word-of-mouth and buzz marketing. Staff incentive \$50.00

April 2007

Presentations/training

Word-of-mouth presentations outlining talking points and demonstrations/training on online resources for staff and Board \$0.00

May 2007

Presentations/training

Customer service training for staff. May 18-19 \$1800.00

May 2007

Word-of-Mouth

Staff contest distributing promotional items to patrons with key message "We're up when you are."

Promotional items \$400.00

Staff incentives for contest \$200.00

May – June 2007

Publications

Coupon promotions via newsletter (patrons) and first grade reading party materials (parents):

- "Let us help you shop our online resources."
- "Let your librarian be your personal shopper."
- "Make an appointment with your personal librarian."

Allow coupons to be redeemed for one-on-one consulting time (personal shopping) with librarian.

Budget in place.

May – October 2007

Media

First Annual Children's Film Festival

Age categories: Eighth grade and under

Ninth - twelfth grade

Video/DVD production must contain either Winnetka Main or Northfield Branch Library and the words "We're up when you are."

Categories: live action, animation, commercial.

There will be juried awards and a popular vote via the website. The winners will be shown at the matinees scheduled for October 14, 2007. All entries will be shown on a continuous loop on the website. The contest will be announced in May. Entries are due September 4, 2007.

\$1,200.00. (Budget 07-08)

July 2007

Compile statistics for grant report.

July 2007

Media

Redesign website.

Easier, quicker, streamlined.

Integrate key message into design.

\$10,000.00 + (Budget 07-08)

Fall 2007

Publications

Friends of the Library Winnetka-Northfield

Fundraising letter distributed to all households in the two Villages.

Integrate key message "We're up when you are."

(Friends of the Library Winnetka-Northfield - Budget 07-08)

2007-

Continue to repeat key message.

8. Evaluation Measures (How will you know what worked and what didn't? Refer back to your objectives.)

- Statistics gathered from the website re: the number of unique cardholders
- Number of coupons redeemed for personalized services
- Number of promotional items handed out
- Patron feedback
- Staff feedback

*—Based on plan created for an LSTA project that became the focus of the book, *Building a Buzz. Libraries and Word-of-Mouth Marketing*, published by the American Library Association in 2010.*